

IN THE CLAIMS

1. - 7. (canceled)

8. (currently amended) A viewing and listening information computing method, comprising the steps of:

obtaining a reception log and a receiver ID of at least one broadcast receiver and recording the reception log and the receiver ID in a database;

recording program information concerning a broadcast program in the database, the program information including a program label indicating the type of program and unit portions designated-separated based on different content specific to the type of program-label;

reading the reception log, the receiver ID, and the program information from the database and computing viewing and listening information concerning viewing and listening,

wherein the viewing and listening information includes viewer preferences for each unit portion of a program, and

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

9. (previously presented) The viewing and listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

10. (previously presented) The viewing and listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed comprises a non-viewing and non-listening rating for one of a predetermined channel and a program.

11. (currently amended) A viewing and listening information computing apparatus, comprising:

reception state management means for obtaining a reception log and a receiver ID of at least one broadcast receiver;

a database in which the obtained reception log, receiver ID, and program information concerning a broadcast program are recorded, the program information including a program label indicating a type of program and unit portions designated-separated based on different content specific to the type of program-label;

viewing and listening information management means for computing viewing and listening information which is information concerning viewing and listening based on the reception log, the receiver ID, and the program information read from the database,

wherein the viewing and listening information includes viewer preferences for each unit portion of a program, and

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least

one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

12. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

13. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes a non-viewing and non-listening rating for one of a predetermined channel and a program.

14. (currently amended) A system comprising:

a receiver, including:

a receiving unit for selecting a channel and for receiving a broadcast;

a controller for controlling channel selection and for detecting a reception log; and

a memory for storing the reception log and a receiver ID;

a viewing and listening information computing apparatus communicatively coupled to the receiver, the viewing and listening information computing apparatus including:

a reception state management computer for obtaining a reception log and the receiver ID from the receiver;

a database in which the obtained reception log and receiver ID are recorded;

a program management computer for receiving program information including a program ID, a program label indicating a type of program, and program unit portions designated—separated based on different content specific to the type of program label; and

a viewing and listening information management computer for computing viewing and listening information concerning viewing and listening for each unit portion of a program based on the reception log, the receiver ID, and the program information, and for transmitting the computed viewing and listening information to a program producer.

15. (previously presented) The system of claim 14, wherein the receiver and the viewing and listening information computing apparatus are coupled via a communication network including the Internet.

16. (previously presented) The system of claim 14, wherein the receiver and the viewing and listening information computing apparatus are coupled via an external computer.

17. (currently amended) A method of obtaining viewing and listening information, comprising:

selecting a channel and receiving a broadcast via a receiving unit having a receiver ID;

detecting a reception log;

storing the reception log and the receiver ID;

obtaining program information including a program ID, a program label indicating a type of program, and program unit portions ~~designated~~ separated based on the type of program-label;

computing viewing and listening information concerning viewing and listening for each unit portion of a program based on the reception log, the receiver ID, and the program information; and

transmitting the computed viewing and listening information to a program producer.